

System and Method for Optimizing a Product Configuration

Abstract

5 A method of optimizing a product includes the step of accessing an event record
having a summary of a sequence of events that transpired during a preliminary product
selection process. The summary includes an identification of the user and a preliminary
designation of the product. A user profile associated with the user includes at least one
characteristic corresponding to the user. Based on characteristics in the user profile, a
10 formatted display is generated. User response to formatted displays is used to update
characteristics in the user profile. An iterative process, in which the updated user profile is
used as a basis for generating subsequent formatted displays to which a user responds,
repeats until the user indicates that the product is optimized.

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